

**CONTRACT**

**WOIO**  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

And:

**Strategic Media Placement.**  
7669 Stagers Loop  
Delaware, OH 43015

<b>Contract / Revision</b> 824437 /		<b>Alt Order #</b>
<b>Product</b> ISSUE 2		
<b>Contract Dates</b> 09/24/12 - 10/07/12		<b>Estimate #</b> 2724
<b>Advertiser</b> Protect Your Vote Ohio		<b>Original Date / Revision</b> 09/21/12 / 09/21/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WOIO	<b>Account Executive</b> House WOIO/WUAB	<b>Sales Office</b> Cleveland Local
<b>Special Handling</b>		
<b>Demographic</b> Adults 25-54		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	09/30/12	10/07/12	CBS Sunday Morning	9-1030a		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$2,000.00			
		Week: 10/01/12	10/07/12	-----S				1	\$2,000.00			
N 2	WOIO	09/24/12	10/05/12	Action News at 5p	5-6p		:30			NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	MTWTF--				5	\$1,500.00			
		Week: 10/01/12	10/07/12	MTWTF--				5	\$1,500.00			
N 3	WOIO	09/24/12	10/05/12	M-F 7-730p	7-730p		:30			NM	10	\$45,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	MTWTF--				5	\$4,500.00			
		Week: 10/01/12	10/07/12	MTWTF--				5	\$4,500.00			
N 4	WOIO	10/01/12	10/05/12	Action News at 11p	11-1135p		:30			NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/01/12	10/07/12	M-WTF--				4	\$3,000.00			
N 5	WOIO	09/30/12	10/07/12	Lt Su Action News at 11p	11p-2a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	-----S				1	\$750.00			
		Week: 10/01/12	10/07/12	-----S				1	\$750.00			
N 6	WOIO	09/24/12	09/27/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/24/12	09/30/12	M-WT---				3	\$3,000.00			
<b>Totals</b>											<b>31</b>	<b>\$86,500.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	15	\$41,750.00	\$35,487.50
10/01/12 -10/07/12	16	\$44,750.00	\$38,037.50
<b>Totals</b>	<b>31</b>	<b>\$86,500.00</b>	<b>\$73,525.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

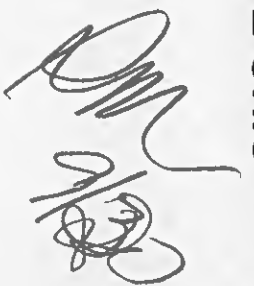
# PROTECT YOUR VOTE OHIO

Revision #: 0 Date: 9/21/2012

824451

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2724  
 Media: TV Description: OH PROTECT YOUR VOTE 2012  
 Product: ISSUE 2 Flight Start Date: 9/24/12 5:00:00 AM  
 Market: Cleveland Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10



Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Spots
<b>WOIO-TV</b>													
43	Su 9:00a-10:30a SUNDAY MRN-CBS	WK	\$2,000.00	\$1,700.00	30	0	0	0	0	0	1	0	1
44	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	EN	\$1,500.00	\$1,275.00	30	1	1	1	1	1	1	1	10
45	MTuWThF 7:00p-7:30p WHEEL	PA	\$4,500.00	\$3,825.00	30	1	1	1	1	1	1	1	10
46	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	1	0	1	1	0	0	1	7
47	Su 11:00p-12:05a NEWS	LN	\$750.00	\$637.50	30	0	0	0	0	0	1	0	2
<b>Total Spots:</b>					3	2	3	3	2	0	2	3	31
<b>Total Cost:</b>			\$86,500.00	\$73,525.00									
<b>Total</b>			SEP 12 \$41,750.00	\$35,487.50									15
			OCT 12 \$44,750.00	\$38,037.50									16

Disclaimer:

Signature: \_\_\_\_\_

# Summary by Station/System

Date: 9/21/2012

Client: OH- PROTECT YOUR VOTE 2012      Estimate: 2724  
 Media: TV      Description: OH PROTECT YOUR VOTE 2012  
 Product: ISSUE 2      Flight Start Date: 9/24/12 5:00:00 AM  
 Market: Cleveland      Flight End Date: 10/7/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	31	\$86,500.00	100%	\$73,525.00	100%
Market Total:	31	\$86,500.00		\$73,525.00	